

B.B.A. (2010 COURSE) SEM- V : SUMMER - 2018
SUBJECT : ELECTIVE – I : INTERNATIONAL MARKETING
(International Business Management)

Day : **Wednesday**
Date : **02/05/2018**

Time **02.00 PM TO 05.00 PM**
Max. Marks : 70

S-2018-1667

N.B.

- 1) Q.1 is **COMPULSORY**.
 - 2) Attempt any **FOUR** questions from Q.2 to Q. 7.
 - 3) All questions carry **EQUAL** marks.
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- Q.1** Explain how Marketing Research and information system helps the marketer in International Marketing. Give examples.
- Q.2** How do political, social, economical and cultural factors influences the marketing efforts? Explain it in the context of international marketing.
- Q.3** As a manufacturer of a indigenously developed smart phone, you want to enter the European market. How will you go about assessing the market opportunities over there? Explain.
- Q.4** Write a detailed note on foreign market entry strategies.
- Q.5** What are the challenges faced by Indian products in the global market? Explain with suitable examples.
- Q.6** How does Domestic Marketing differ from that of International Marketing? Discuss with suitable examples.
- Q.7** Write short notes on **(ANY TWO)**
- a) Pricing of products in International Marketing
 - b) International Marketing Channels
 - c) Emerging Markets
 - d) Product adaptation

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